From:

ZIP CODE

PLACE
STAMP
HERE

The Wisconsin Cheeseman

Post Office Box No. 1

Madison, Wisconsin 53701

THE *Finest* IN CHEESE

FROM THE MOST FAMOUS CHEESE REGION IN THE UNITED STATES

A REMINDER before sealing:

1. Is each address complete and correct?
2. Were postal zip codes included?
3. Have you given directions regarding delivery dates?
4. Is remittance enclosed?

THANK YOU

The Wisconsin Cheeseman

NO SHOPPING, WRAPPING, OR SHIPPING WORRIES FOR YOU

We'll take care of everything, shipping direct to recipient with your greeting. Whether your gift list is large or small, one name or many, every detail from prompt acknowledgment to final shipment will be closely watched and carefully handled.

WE SHIP YEAR AROUND

Most gifts are available throughout the year... please see the catalog for exceptions. You will find our attractive gifts make ideal remembrances for Valentine's Day, Easter, Thanksgiving, Mother's Day, Father's Day, Birthdays, Anniversaries and even for Wedding Gifts.

GUARANTEE

We value our reputation for premium cheese, beautifully packaged and carefully shipped. Therefore each Pak is unconditionally guaranteed to arrive in perfect condition any place in the U.S.A.

The Wisconsin Cheeseman

REFERENCES:

THE FIRST NATIONAL BANK
Madison, Wisconsin 53701

MADISON CHAMBER OF COMMERCE
Madison, Wisconsin 53701

HOW TO ORDER

1. **SHIPPING COSTS ARE PREPAID.** All prices are postpaid and include shipping charges to any of the 50 states, APO and FPO addresses. See paragraph 8 for overseas and foreign shipments.

2. **PLEASE PRINT, TYPE, OR WRITE VERY CLEARLY.** The possibility of errors in delivery will be minimized if your order is easily readable and all addresses are complete and current. **Include Zip Code in all addresses if known.**

3. **BE SURE TO ORDER BY CATALOG GIFT NUMBER.**

4. **SHIPPING DATE.** Since we ship gift orders all year, please be certain to tell us whether your order is for **immediate shipment** or for **Christmas.**

5. **GREETING CARDS.** With each gift we always include a greeting — signed as you direct. If you wish we will enclose your personal Christmas or Business card.

6. **ADDITIONAL NAMES** may be listed on plain stationery or letterhead and enclosed within this envelope.

7. **PLEASE KEEP A COPY** of your gift list for your own records.

8. **OVERSEAS AND FOREIGN SHIPMENTS.** Sorry, we can only make shipments to destinations in the 50 states, Canada, and to APO & FPO addresses. Please add 20% to cost of gift on orders for Canada to cover additional postage and handling. **APO & FPO:** We are happy to ship to APO & FPO addresses but regret we are unable to guarantee delivery or condition of these gifts because the overseas problems are completely beyond our control. However, our recent experience has been very good. If you wish us to use "Parcel Air Lift", please include $1.00 extra per gift. This is the federal government's additional charge for serviceman's overseas air mail from Madison.
Please be sure to include ZIP CODE in military addresses.

9. **APO, FPO, HAWAII, ALASKA, AND CANADA.** The following gifts **CANNOT** be shipped to these locations: Gift numbers 4, 15, 19, 21, 23, 34, 35, 36, 59, 61, 62, 64, 65, 66, 67, 68, 74, 78, 80, 82, 84, 87, 89, 92, 95, 96, 99, 103, 105, 114, 119, 162, 166.

10. **PAYMENT.** Kindly enclose check or money order payable to The Wisconsin Cheeseman. (We're sorry we cannot accept C. O. D. orders or credit cards.)

You may enclose ks money with safety.

The Wisconsin Cheeseman ORDER BLANK

MADISON, WISCONSIN 53701

DATE_____

PERSON OR FIRM
SENDING ORDER_____

If a Business Firm order show name of firm and person signing.

Street_____

City_____ State_____ Zip Code_____

PLEASE DO NOT WRITE IN THIS SPACE

PLEASE PRINT, TYPE, OR WRITE VERY CLEARLY TO AVOID ERRORS IN DELIVERY. **INDICATE SHIPPING INFORMATION FOR EACH GIFT** 168

SHIP THE FOLLOWING TO ME AT THE ABOVE ADDRESS

Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Quantity____ Gift No.____ Amount $____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

SHIP THE FOLLOWING TO THE NAMES LISTED BELOW

Quantity____ Catalog Gift No.____ Amount $____
Send to _____
Street _____
City & State _____ ZIP CODE
Greetings to read FROM _____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

Quantity____ Catalog Gift No.____ Amount $____
Send to _____
Street _____
City & State _____ ZIP CODE
Greetings to read FROM _____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

Quantity____ Catalog Gift No.____ Amount $____
Send to _____
Street _____
City & State _____ ZIP CODE
Greetings to read FROM _____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

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Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

Quantity____ Catalog Gift No.____ Amount $____
Send to _____
Street _____
City & State _____ ZIP CODE
Greetings to read FROM _____
Ship for Christmas ☐ Ship Now ☐ Ship to Arrive____

ENCLOSED FIND CHECK OR MONEY ORDER, PAYABLE TO The Wisconsin Cheeseman IN THE AMOUNT OF $____

ADDITIONAL NAMES MAY BE LISTED ON YOUR OWN STATIONERY AND ENCLOSED.

You may enclose ks money ... with safety.

1968 CHRISTMAS

GIFT SELECTIONS

THE WISCONSIN CHEESEMAN

POST OFFICE BOX 1, MADISON, WISCONSIN 53701, PHONE 837-5166 — AREA CODE 608

©Entire Contents 1968 The Wisconsin Cheeseman

$3.35
delivered
Gift. No. 1

The Holiday Pak

A gaily boxed selection of premium cheese. Each variety is the finest of its type. Each is of superlative quality. Each has the character and flavor that comes only from proper aging and curing . . . an art for which Wisconsin is famous. Centered between the 4 oz. cuts of Brick, Edam, and Aged Cheddar and the 6 oz. cube of Mellow American is a 4 oz. cup of our special blend Club Spread. 1 oz. rounds of Celery, Hollander, Bluette, and Francaise complete this popular holiday gift. Shipping weight 3 lbs.

NO SHOPPING WORRIES FOR YOU

We'll take care of everything . . . shipping direct to recipient with greeting showing your name as the sender. Whether your gift list is large or small, every detail from prompt acknowledgement to final shipment will be closely watched and carefully handled.

HOW TO ORDER

Please send list of names and addresses, the catalog gift numbers for each, along with your remittance — we do all the rest.

ALL SHIPPING COSTS ARE PREPAID

All prices in this catalog are delivered prices and include all shipping, postage, and insurance costs to any of the 50 states.

IDEAL FOR CHRISTMAS AND YEAR AROUND GIFTS

You will find our attractive gifts make excellent remembrances not only for Christmas but for many other occasions as well. We suggest you keep this catalog for ordering throughout the year.

The gifts in this booklet are available throughout the year.

The Festive Pak

A generous assortment of selected, extra-quality grades of cheese — the kind people are always looking for but seldom find. Ten great varieties that will furnish eating merriment to your friends (and your friends' friends) many times throughout the season. The base of this festive gift contains a 7 oz. Gouda flanked by a 6 oz. cut of Brick and a 7 oz. square of Aged Swiss. Two 3 oz. links (Club Spread and Smoky) fill the top corners. Outlining the 6 oz. square of Mellow American are 1 oz. rounds of Kvalo, Tivolido, Celery, and Hollander. Shipping weight 4 lbs.

$4.50
delivered
Gift No. 3

The gifts in this booklet are available throughout the year.

Cheese Favorite

A gift that will find a happy and ready welcome in any home. A wide variety of both popular and unusual types . . . carefully and patiently made in the finest tradition of Wisconsin's cheese making skills. There is something to please the individual tastes of every member of the family—4 oz. cuts of Aged Cheddar, Edam, Brick, and Mellow American, 2 oz. cartons of Korv-Ost and Belle-Kaese, colorful 3 oz. links of Smoky & Club Spread, plus 1 oz. wedges of Tuscany, Edel-Swiss, Kümin, Amstel. Ship. wt. 3 lbs.

Gift No. 24

delivered **$3.95**

Cheese Master

An all star collection . . . prime examples of the fine art of cheese making. A wonderful-to-eat assortment — a gift you can be proud to send to anyone on your list. The fifteen package assortment contains 4 oz. rectangles of Aged Cheddar, Edam, Caraway, Colby, 1 oz. rounds of Bluette, Hollander, and Celery, two 4 oz. pieces of Brick, 1 oz. wedges of Kümin, Edel-Swiss, Amstel, Tuscany, two 4 oz. cuts of Mellow American. Shipping weight 4 lbs.

$4.95
delivered
Gift No. 31

Good Cheer Pak

As pretty as it is practical . . . this graceful handwoven, multi-purpose basket comes packed with a 10 piece box of Petits Fours, two small jars of jam from Scotland,and this delicious cheese — Aged Cheddar, Brick, Smoky, Club Spread, Caraway, Mellow American, Bluette, 2 Gruyere wedges. The unique shape of the basket (10″ x 8″) makes it an excellent centerpiece, candy server or flower basket.

Gift No. 10 *delivered* **$5.95**

Candlelight Tray

Every hostess will appreciate this smartly styled, beautifully designed tray. Graceful modern shape . . . lustrous chrome finish . . . rich solid walnut base. Tray is 14″ long, 5″ wide at center, tapers gently to 3″ width at ends. Perfect for relishes, cheese, cold cuts . . . excellent for French bread, rolls, cookies, candies. Comes complete with this fine selection of cheese — Mellow American, Brick, Aged Cheddar, Gouda, Smoky, Club Spread, Caraway, Kümmel, Gruyere, Fromage de Coeur.

Gift No. 101 *delivered* **$6.95**

The Connoisseur Pak

A gift to delight the most discriminating connoisseur . . . popular, favorite types of cheese plus fine, rare varieties . . . ready to provide eating perfection for every holiday occasion . . . from a snack to a banquet table. 4 oz. each of Aged Cheddar, Port du Salut, and special blend Club Spread are accompanied by a 6 oz. square of Mellow American, 7 oz. square of Swiss, and 4 oz. wedges of Edam and Brick that form the corners of this choice package. 3 oz. links of Smoky and Tangy Alpine and 1 oz. rounds of Celery and Bluette add a final tasteful touch. Shipping weight 4 lbs.

$5.45
delivered
Gift No. 5

The gifts in this booklet are available throughout the year.

The gifts in this booklet are available throughout the year.

SET OF FOUR Individual Casseroles

$5.95
delivered
Gift No. 79

Lustrous satin-smooth individual aluminum casseroles with smart covers will delight every hostess, who will use them for individual portions of nuts, salads, snacks, popcorn, etc. or as baking dishes for separate servings of hot casserole meals. Gift includes set of four casseroles (5″ diameter) and the following variety of superb cheese — Mellow American, Brick, Hollander, Celery, Smoky, Club Spread, Bluette, Francaise.

$6.45
delivered
Gift No. 6

The King's Taste Pak

A regal collection from among the crown jewels of cheese. From America's Dairyland comes a royal richness and a perfection of flavor found nowhere else in the world. A gift in the king's taste that will march right into the hearts of those highest on your list. Contains 6 oz. squares of Mellow American and Aged Cheddar, 6 oz. cuts of Brick and Edam, 3 oz. links of Alpine and Smoky, a 4 oz. carton of Club Spread, 1 oz. each Bluette, Celery, Kvalo, and Francaise, and a 7 oz. Gouda. Shipping weight 5 lbs.

The Party Pak

$6.95
delivered
Gift No. 8

For Rare Hors d'Oeuvres and Appetizers

A complete party for the holiday appetite. Fancy foods for festive moods. Just imagine having this unusual assortment on hand for parties, snacks, and pantry raids, and you'll have an idea of the appreciation this gift will bring.

Cheese

- Brick
- Mellow American
- Club Spread
- Kümin
- Aged Cheddar
- Wine
- Edel-Swiss

Other Delicacies

- Cocktail Shrimp
- Smoked Turkey Pate
- Antipasto from Italy
- Imported Smoked Oysters
- Rolled Anchovies from Portugal
- Crab Meat Spread from Norway
- Cocktail Onions from Holland
- Danish Brisling Sardines

The Old World Pak

Elegance in cheese — fancy, unusual varieties . . . old favorites . . . exotic foreign types . . . all patiently and carefully aged to matchless flavor. Proud will be the receiver of this bountiful gift . . . prouder still will be the giver. Contents — 8 oz. pieces of Aged Cheddar and Brick, 4 oz. rectangles of Edam, Colby, Caraway, 1 oz. rounds of Hollander and Francaise, 7 oz. Aged Swiss, 3 oz. Blue and Smoky links, 1 oz. Tuscany, Edel-Swiss, Kümin wedges, 4 oz. cups of Club Spread and Port du Salut, 2 oz. cartons Fromage de Coeur and Korv-Ost, two 4 oz. cuts of Mellow American.

$7.95
delivered
Gift No. 42

Butter-Rum Cakes and Cheese

Nine individual Butter-Rum Cakes . . . rich, wonderful and welcome. Made with cherries, pineapple, crisp pecans, almonds, fresh butter, aged rum. Cheese contents: Aged Cheddar, Brick, Edam, Mellow American, Smoky Link, Club Spread Link.

Gift No. 55 *delivered* **$4.95**

Petits Fours and Cheese

The highlight of this gift is a box of sixteen Petits Fours . . . the famous French confection. Inside each piece are layers of rich cake and ribbons of delicious fillings in various flavors. The outside is frosted and colorfully decorated. Cheese contents: Aged Cheddar, Brick, Edam, Mellow American, Smoky Link, Club Spread Link.

Gift No. 66 *delivered* **$4.95**

Gift No. 66 not available June, July, August.

Fancy Nuts and Cheese

Pecans, filberts, cashews, pistachios, almonds and Brazil nuts, all fresh roasted and salted. The quality is exceptional . . . the finest to be found anywhere. Cheese contents: Aged Cheddar, Brick, Edam, Mellow American, Smoky Link, Club Spread Link.

Gift No. 53 *delivered* **$4.95**

Jams, Jellies and Cheese

Nine small jars of Scottish Jams and Jellies made by the world-famous firm of R & W Scott, Ltd., Carluke, Scotland. Includes such unusual flavors as Wild Cherry, Victoria Plum, Black Currant, Bramble, Stoneless Damson. Cheese contents: Aged Cheddar, Brick, Edam, Mellow American, Smoky Link, Club Spread Link.

Gift No. 54 *delivered* **$4.95**

Nuts and Cheese

Crisp holiday nuts . . . pecans, filberts, cashews, pistachios, almonds and Brazil nuts. A fancy assortment that will please everyone. Cheese contents: Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 46 *delivered* **$3.95**

Jams, Jellies and Cheese

Six small jars of Scottish Jams and Jellies imported direct from Scotland. Includes such delightful varieties as Wild Cherry, Victoria Plum, Black Currant, Bramble, etc. Cheese contents: Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 47 *delivered* **$3.95**

Hors d'Oeuvres and Cheese

An excellent selection of hors d'oeuvres for the holiday entertaining season. Smoked Turkey Pate, Antipasto Appetizer, Imported Filets of Anchovies plus this cheese — Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 48 *delivered* **$3.95**

Butter-Rum Cakes and Cheese

Six individual Butter-Rum Cakes . . . with real old-fashioned goodness. Tenderly and carefully made with rich, creamy batter, crisp nuts, pineapple wedges, cherries, fresh butter and aged rum. Cheese contents: Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 49 *delivered* **$3.95**

Imported Candy and Cheese

An assortment of individually and colorfully wrapped Imported Candies. Variety includes English Toffee, Strawberry Tips, Hazelnut Crunch, Butter Mints, Noisette Caramels, Chocolate Crunch, etc. Cheese contents: Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 22 *delivered* **$3.95**

Sausage 'n Cheese

A link of hickory smoked Summer Sausage . . . The slow-cured, slow-smoked kind with the old-time flavor . . . savory, meaty, zesty. Cheese contents: Mellow American, Brick, Bluette, Celery, Smoky, Club Spread.

Gift No. 23 *delivered* **$3.95**

$6.95
delivered
Gift No. 15

Welcome Pak

A real treat — two types of savory Hickory Smoked Summer Sausage (Regular and All-Beef), a 1 lb. tin of imported Holland Ham, a link of zesty Mettwurst Sausage, and 1 lb. of tantalizing, deep-smoked Bacon.

$4.95
delivered
Gift No. 19

Assorted Sausage Pak

We have assembled this outstanding selection for those who appreciate the finest in sausage. Two types of slow-smoked Summer Sausage (Regular and All-Beef), a link of real German style Braunschweiger, hearty Mettwurst, and a pair of firm, air-dried Swiss Landjaeger.

Brunch Pak

Here's just the gift for those hearty holiday appetites . . . at breakfast, lunch and snacktime. Six assorted Jams and Jellies from Scotland, packages of Swedish and Wild Rice Pancake Mixes, Wild Chokecherry Syrup, Wild Blueberry Syrup, 1 lb. Hickory Smoked Bacon, two types of savory Summer Sausage (Regular and All-Beef), 1 lb. imported Holland Ham, plus this splendid assortment of cheese — Gouda, Aged Cheddar, Korv-Ost, Brick, Fromage de Coeur, 2 Gruyere wedges, Mellow American.

$12.95
delivered
Gift No. 21

Items on this page not available June, July, Aug.

Cheese 'n Sausage

Your friends will find new thrills in taste when they dig into this interesting package . . . featuring two types of Smoked Summer Sausage (Regular and All-Beef), and this special selection of cheese — Mellow American, Edam, Korv-Ost, Fromage de Coeur, Aged Cheddar, Capriccio.

Gift No. 61 *delivered* **$4.95**

Choice Cheese and Hickory Smoked Sausage

Here is happy eating. Choice, premium cheese with hickory smoked summer sausage — the slow cured, slow smoked kind with an old-fashioned flavor . . . savory, meaty, zesty . . . so different from the ordinary. The entire family will enjoy this friendly gift. Contains two types of Smoked Summer Sausage (Regular and All-Beef), a pair of Landjaeger (Swiss-style sausage), a tangy link of Cheese and Sausage Spread and the following cheese —Brick, Mellow American, Korv-Ost, Club Spread, Smoky, Blue, Caraway, Swiss, Fromage de Coeur, Aged Cheddar, Boccini.

$8.95
delivered
Gift No. 62

Buffet Susan

Every hostess will appreciate this appetizing array of cheese, sausage and sweets — and the attractive Lazy Susan that comes with them. The 12″ diameter Susan is expertly crafted from moulded wood into five convenient compartments . . . it comes in a handsome walnut finish . . . turns smoothly on a ball-bearing base. The selection of treats includes links of hearty All-Beef Sausage, zesty Mettwurst, and slow-smoked Summer Sausage, a box of Petits Fours, assorted After-Dinner Mints, a crock of tangy Cheese Spread, complete with spreader, plus this cheese—Edam, Brick, Mellow American, Aged Cheddar, Korv-Ost, Fromage de Coeur, Capriccio.

$12.95
delivered
Gift No. 68

All Beef Sausage

An All-Beef Sausage, more than a foot long, highlights this gift. It is made from 100% beef . . . delicately spiced . . . then carefully and slowly smoked to its distinctive, tantalizing flavor. Along with the sausage comes this superb cheese—Mellow American, Fromage de Coeur, Brick, Korv-Ost, Aged Cheddar. The happy recipients of this gift will think of you often as they enjoy the contents.

Gift No. 64 *delivered* **$4.95**

Sausage Master

There's pleasure galore in this gala assortment of fine sausage and outstanding cheese. The star attraction is a hearty, All-Beef Sausage, more than a foot long — smoked and cured to perfection. Surrounding it . . . a link of full-flavored, slow-smoked, savory Summer Sausage . . . a link of old fashioned, zesty Mettwurst . . . and these tangy cheese treats — Aged Cheddar, Edam, Brick, Caraway, Mellow American, Colby, and four Gruyere wedges. The entire combination adds up to some exceptional holiday eating for your pleased friends.

Gift No. 65 *delivered* **$6.95**

Casserole One of the newest and most attractive gifts you can give. Beautifully styled in contemporary design, this server casserole with its cover and electric heating stand in a lovely rich brass finish, will delight every hostess. Perfect for gracious entertaining . . . dinners, parties, buffets . . . will keep the food hot as it decorates the table. Capacity 2 qts. Contains Aged Cheddar, Brick, Mellow American, Caraway, Korv-Ost and four assorted Gruyere wedges.

Gift No. 17 *delivered* **$9.95**

Triple Pak

$6.95
delivered
Gift No. 77

A delightfully different present. Fancy holiday nuts (pecans, filberts, cashews, pistachios, almonds, Brazil nuts); delicious, colorfully decorated, festive cookies; and a distinguished assortment of our finest cheese: Mellow American, Brick, Celery, Hollander, Aged Cheddar, Francaise, Bluette, Edam and Club Spread. Three individual boxes . . . all tied together with ribbon and topped with a big, gay bow to form a beautiful, bountiful gift.

Cheese Balls

A unique, colorful gift that will add a gala touch to holiday entertaining. Four 5 oz. Cheese Balls — each with a distinct and pleasing personality all its own. On the outside are these unusual coverings — Walnuts, Spice, Parsley, Pizza. On the inside you'll find four different cheese varieties — Cheddar, Alpine, Smoky, and Blue. Whether served as appetizers or snacks, these interesting festive Cheese Balls will provide a real taste thrill.

Gift No. 35 *delivered* **$3.95**

Silent Butler

This silent butler is a beauty with its brass finished top and English Bronze base. Even alone it is a gracious, tasteful gift but there is also the added attraction of three distinctive cheese treats to please your friends. Inside are packed: Smoky Link, Club Spread Link, and Tangy Alpine Link. Diameter of silent butler is 6 inches.

Gift No. 70 *delivered* **$3.95**

Wooden Bucket

This octagonal, redwood bucket bound in shining brass has a rustic charm that makes it a decorative and useful accessory for family room, kitchen, den or patio. It can be used for everything from a planter to a snack server to a letter or card holder. Bucket is 7 inches across. Cheese contents: Mellow American, Brick, Aged Cheddar, Gruyere, Edam, Kvalo, Kummel, Club Spread, Fromage de Coeur, and Smoky.

Gift No. 63 *delivered* **$5.95**

Leaf Serving Dish with Fork

Sparkling chrome serving dish in unusually graceful leaf shape and walnut handled fork. Just right for so many uses — olives, pickles, radishes, candy, nuts, cheese, crackers, hors d'oeuvres. Measures 8½" x 4½" overall. Attractively packaged with the following cheese assortment: Aged Cheddar, Brick, Mellow American, Kummel, Tilsit, Hollander, Celery, Francaise.

Gift No. 2 *delivered* **$3.65**

Basket of Cheese

Natural colored imported cane wicker basket in popular 9" size for all kinds of smart uses in the home. A very nice yet inexpensive gift. Festively packed with this well rounded assortment of cheese: Mellow American, Brick, Aged Cheddar, Smoky Link, Club Spread Link, Francaise, Tilsit, Celery, Bluette.

Gift No. 50 *delivered* **$3.85**

Christmas Tray

13″ diameter metal serving tray. A unique and timely gift for the holiday entertaining season. The Christmas design is in full color on an eggshell white background. Cheese contents: Brick, Mellow American, Korv-Ost, Belle-Käese, Edam, Fromage de Coeur, Capriccio, Aged Cheddar.

Gift No. 127 *delivered* **$5.35**

Electric Fondue Server

Have fun with Fondue! It's unusual, and it's amazingly easy with this two quart electric fondue dish. The distinctive Queen Ann styled server with its rich brass finish can be used on any table. The controlled heat will automatically keep the fondue at serving temperature. It also works perfectly for many other foods such as vegetables, soups, casserole dishes. Comes complete with four long, slim wooden handled forks and a 12 oz. carton of fully prepared Swiss Fondue.

Gift No. 137 *delivered* **$8.95**

BULK FONDUE

Ready to heat and serve

SWISS FONDUE
Four 12 oz. packages
Gift No. 100
delivered **$6.95**

•

PIZZA FONDUE
Four 12 oz. packages
Gift No. 113
delivered **$6.95**

Remembrance Pak

The ultimate in holiday cheese packages! A very special Christmas gift! An eye-opening array of superb cheese . . . cheese with the smooth, rich quality and incomparable flavor that comes only from patient, careful aging and curing. Your friends will long remember the adventures in cheese this memorable gift will bring them.

Contents — 6 oz. pieces of Brick and Mellow American, 4 oz. cubes of Aged Cheddar, Caraway, Colby, and Edam, 1½ oz. of Tilsit and Kummel, 3 oz. links of Smoky, Club Spread, Alpine and Sausscheese, 2 oz. cartons of Fromage de Coeur, and Korv-Ost, 1 oz. wedges of Amstel, Edel-Swiss, Tuscany, Kümin, 2 oz. Blue Cheese, 4 oz. cups of Club Cheddar & Port du Salut, 6 oz. Sharp Cheddar, 7 oz. each Aged Swiss and Gouda. Shipping weight 8 lbs.

$10.00
delivered
Gift No. 12

Variety Pak

This mouthwatering assortment of domestic and imported delicacies is sure to please even the most particular person on your gift list. Whether they're served as hors d'oeuvres, appetizers, or snacks, these gourmet foods will add zest to any occasion. The assortment includes Peeled Shrimp and Crabmeat Spread from the deep fjords of Norway, spicy Rolled Fillets of Anchovies from sunny Portugal, Brisling Sardines in Sherry Wine from Denmark, delicious Smoked Turkey Pate, plus these outstanding varieties of cheese from the heart of America's dairyland — Aged Cheddar, Edam, Mellow American, Brick, and four different types of Gruyere wedges. Together they add up to a gift you'll be proud to give.

Gift No. 26 *delivered* **$4.95**

Insulated Server

A new design in serving dishes. This beautiful hammered aluminum server is made of double wall construction with fiberglass insulation between the walls. Because of this, foods will stay hot or cold for hours . . . salads will remain cool and crisp . . . vegetables and hot dishes can be kept warm and tasty. Every hostess will welcome this attractive, useful gift. Capacity of server — 2½ qts. Cheese contents: Aged Cheddar, Gouda, Mellow American, Colby, Blue, Brick, Francaise, Smoky, Kvalo, Celery, Edam, Tangy Alpine, Club Spread.

Gift No. 72 *delivered* **$9.95**

Centerpiece

This imported wicker basket, filled to overflowing with flavorful cheese, will be welcome wherever it goes. The basket is as useful as it is charming. It's 8 inches wide, more than 10 inches long, and over 8½ inches high — just right for making flower arrangements or centerpieces, holding cards and letters, and many other uses around the home. Cheese contents: Brick, Edam, Aged Cheddar, Mellow American, Bluette, Club Spread, Smoky, Korv-Ost, Fromage de Coeur, and three Gruyere wedges.

Gift No. 88 *delivered* **$4.95**

Starlight

Mellow cheese and luscious sweets make a basket full of flavor that will be an extra-special gift under anybody's tree. The basket is wicker, woven in an attractive diamond pattern, with gracefully flared sides and a scalloped top. It stands nearly a foot tall, and it will be used long after its contents are just a pleasant memory for holding things such as sewing, magazines, fruit, or flowers. The sweets in the basket are a box of 20 Petits Fours; a box of Maplenut Clusters (pecans, almonds, popcorn, maple syrup, and butter blended in just the right proportions); a jar of rich, red Wild Chokecherry Jelly; and a jar of Wild Flower Honey. The cheese assortment consists of Edam, Mellow American, Aged Cheddar, Brick, Smoky, Club Spread, Korv-Ost, Fromage de Coeur, and Alpine.

Gift No. 90 *delivered* **$8.95**

$9.95
delivered
Gift No. 57

Surprise Tower

Imagine receiving five gift boxes . . . five wonderful surprises . . . in one package! At the top is a box of six assorted Jams and Jellies imported from Scotland — Wild Cherry, Victoria Plum, Black Currant, etc. Next is a round gold box of fancy holiday nuts — pecans, filberts, cashews, almonds. Third is a gift of Petits Fours . . . the famous French confection — multi-layered frosted little cakes. Then a handsome circular box of Imported Candies — Chocolate Crunch, English Toffee, Noisette Caramels, etc. The fifth and final surprise is a selection of our finest cheese: Gouda, Mellow American, Brick, Aged Cheddar, Hollander, Celery, Francaise, Bluette, Edam.

Gifts in this booklet are available throughout the year.

Ice Bucket

This beautiful aluminum ice bucket is a masterpiece of craftsmanship. Modern classic design . . . attractive satin finish . . . fully insulated . . . even the cover. Stands 10 inches high . . . 3 qt. capacity. It comes with this superb holiday cheese assortment — Mellow American, Brick, Korv-Ost, Tilsit, Club Spread, Aged Cheddar, Smoky, Caraway, Kvalo, Hollander, Bluette, Fromage de Coeur, Edam.

Gift No. 7 *delivered* **$8.95**

The Deluxe Pak

An impressive package of many different snack and party foods. Selected with great care for people who appreciate the unusual for gala holiday eating and entertaining.

CONTENTS: Smoked Turkey Pate, Cocktail Shrimp from Norway, Pate of Smoked Sturgeon from Italy, Lobster Pate, Imported Smoked Oysters, Italian Antipasto, Imported Sardines, Holland Cocktail Onions, Cherries, Trout Almondine, Imported Smoked Baby Clams, plus this cheese — Brick, Aged Cheddar, Caraway, Club Spread, Smoky, Kummel, Gruyere, Mellow American, Wine Cheddar, Tilsit, Edam.

Gift No. 25 *delivered* **$9.95**

Crocks 'n Basket

Attractively nestled in a natural-colored imported reed basket are two old-fashioned 6 oz. earthenware crocks of our finest spreads: smooth Club and tangy Alpine. The handy stainless steel spreading knife completes the gift. Basket (8″ x 5″ x 3″), knife, and crocks will be used again and again.

Gift No. 73 *delivered* **$3.85**

Gifts in this booklet are available throughout the year.

Walnut Tray

This handsome solid walnut serving tray with its blue and caramel pottery crocks will add a colorful touch to any occasion. The 12″ x 4½″ tray has recesses to hold the two 5 oz. crocks and crackers or other snacks . . . therefore, it is easy to carry or pass. Comes with our two most popular spreads—Club and Alpine. Knife included.

Gift No. 128 *delivered* **$4.95**

Imported Cheese Jar

This gay, imported porcelain jar is worth crowing about and so are the 20 oz. of distinctive, flavorful Club Spread inside it. After the last of the cheese has been enjoyed, this decorative jar will find dozens of uses around the home. Stainless steel spreader included.

Gift No. 52 *delivered* **$3.95**

Crocks **of cheese and strawberry preserves.** Real old-fashioned goodness . . . in real-old-fashioned crocks . . . our smooth, mellow special blend Club Cheese Spread and rich, red Strawberry Preserves with that sunripe flavor. The attractive stainless steel spreading knife, as shown, accompanies each gift.

Cheese Crocks

12 oz. Crock with Spreader	Gift No. 43	*delivered*	**$2.55**
20 oz. Crock with Spreader	Gift No. 60	*delivered*	**$3.45**
40 oz. Crock with Spreader	Gift No. 75	*delivered*	**$5.35**

Strawberry Crock

14 oz. Crock with Spreader	Gift No. 44	*delivered*	**$2.55**

Twin Crocks

One crock each of Preserves and Cheese. Spreader included.
Total net wt. 26 oz. Gift No. 45 *delivered* **$4.75**

Electric Toast/Bun Warmer

A most attractive, eye-catching dining accessory. Features a golden metallic basket with a built-in electrical unit . . . for keeping toast and rolls hot and fresh right on the table. The decorative cloth liner and cover is easily removable for quick washing. Comes packed with this fine variety of cheese — Aged Cheddar, Brick, Edam, Mellow American, Club Spread, Smoky, Belle-Käese, Korv-Ost, Edel-Swiss, Kümin, Tuscany, Amstel.

Gift No. 132 *delivered* **$8.95**

Gift No. 135
(3 boxes)
delivered
$4.95

Three-in-One

Looking for an inexpensive gift to show your appreciation for past favors? Here is the perfect answer — for mailman, baby-sitter, janitor — for neighbors, cousins, teachers, bridge prizes, etc. Each of the three attractive boxes is ready for you to give. Inside, the lucky receiver will find four delightful packages of cheese — 4 oz. each of Mellow American and Aged Cheddar, 2 oz. Korv-Ost, and 2 oz. Fromage de Coeur. Each of the three boxes is identical. Why not order several sets to solve those unexpected gift problems? Packed three boxes to the package.

Ideal gifts for your milkman . . . mailman . . . janitor . . . neighbors.

Green Chest

Here is a grand assortment — two colorful kettles containing 7 oz. each of Cheddar and Smoky Cheese Spreads, a 6 oz. crock of Club Cheese, 4 oz. portions Mellow American, Edam, Aged Cheddar, Caraway, and Brick, 1 oz. wedges of Edel-Swiss, Amstel, and Tuscany, 4 oz. cup of Port du Salut, 2 oz. rounds of Capriccio, Korv-Ost, Fromage de Coeur, 3 oz. links of Blue and Alpine, and a 7 oz. square of Aged Swiss. Shipping weight 7 lbs.

$8.95
delivered
Gift No. 30

STAINLESS STEEL Fondue

An attractive stainless steel fondue dish, specifically designed for serving both Cheese and Beef Fondue . . . the easy to clean, buffed and polished stainless steel dish has a solid walnut wood handle and holds 1¾ quarts . . . the convenient, adjustable canned heat burner will keep the Fondue bubbling at perfect serving temperature. Comes with four long wooden handled forks, for dipping crusty chunks of French Bread or cubes of meat, and two 12 oz. cartons of fully prepared Fondue — traditional Swiss Fondue and new Pizza Fondue.

Gift No. 142 *delivered* **$16.95**

STAINLESS STEEL Platter

This graceful oval-shaped stainless steel platter frames a lovely array of the finest in Wisconsin cheese. It will provide a handsome setting for a savory roast garnished with vegetables, juicy steak, assortment of relishes, or an attractive fruit centerpiece. The tray stays bright and shiny with a minimum of care throughout its long life. Measures 14½" x 9" overall. Cheese contents — Edam, Aged Cheddar, Brick, Mellow American, Smoky, Club Spread, Amstel, Kümin, Edel-Swiss, Tuscany.

Gift No. 133 *delivered* **$7.50**

STAINLESS STEEL Salad Set

A gift for those who have almost everything. This striking and beautiful set is made of mirror-bright stainless steel. The mellow walnut finish of the shakers and fork and spoon handles will compliment any decor. Salad serving will be a special occasion when using the sparkling salad bowl, matching servers, and salt and pepper shakers. Size — 4 qt. capacity, 11¾" diameter. Bowl is filled with Mellow American, Brick, Aged Cheddar, Edam, Gouda, Korv-Ost, Fromage de Coeur, Capriccio, Belle-Käese.

Gift No. 141 *delivered* **$13.95**

STAINLESS STEEL Chafing Dish

Solid American walnut and gleaming stainless steel combine in a truly elegant chafing dish. It's a real pleasure to serve Welsh rarebit, hot appetizers, fondue, special sauces, and various Newburgs from this handsome dining accessory. Designed with a removable double boiler feature for versatile food preparation. Capacity — 1½ qts. Includes adjustable canned heat burner, solid walnut base, cover, and this fine cheese — Cheddar, Brick, American, Edam, Korv-Ost, Belle-Käese, Smoky, Club, Amstel, Kümin, Edel-Swiss, Tuscany.

Gift No. 144 *delivered* **$22.95**

Roll and Bread Server

Hand-woven, natural-colored reed basket with unique loop handles. Designed for hot rolls and French bread but also ideal for candies, nuts, fruits, popcorn, and other snacks. 15″ x 6″ x 3″. Cheese contents: Brick, Mellow American, Edam, Aged Cheddar, Club Spread, Smoky, Hollander, Francaise, Kummel, Tilsit.

Gift No. 51 *delivered* **$4.35**

Gifts in this booklet are available throughout the year.

Jam/Jelly/Cheese Assortment

The center attraction of this package is imported from Scotland . . . fifteen small jars of jams and jellies made by the world-famous firm of R & W Scott, Ltd., Carluke, Scotland. There are unusual varieties such as Victoria Plum, Wild Bramble, Black Currant, Stoneless Damson, plus such favorites as Coarse Cut Orange Marmalade, Strawberry Jam, and Red Currant Jelly. The excellent cheese selection includes Aged Cheddar, Smoky, Brick, Club Spread, Edam, Blue, Mellow American, Alpine, and two Gruyere wedges.

Gift No. 130 *delivered* **$6.95**

Electric Tray

Every family will appreciate this modern, efficient, handy appliance. Foods can be kept piping hot and at the peak of flavor for hours with one of these radiant heat automatic temperature controlled electric trays. It's marvelous for leisurely dining at the table . . . perfect for buffet or patio service . . . wonderful for late guests or delayed dinners. Handsomely designed with a beautiful walnut-grained surface and walnut finish wood handles. Size — 17″ x 11″. One year unconditional guarantee. Cheese: Aged Cheddar, Edam, Brick, Caraway, Colby, Mellow American, Bluette, Hollander, Celery, Amstel, Kümin, Edel-Swiss, Tuscany.

Gift No. 97 *delivered* **$10.95**

The Snack Pak

$2.85
delivered
Gift No. 40

A holiday greeting your friends will appreciate. Quarter pound triangles of Aged Cheddar, Brick, Edam, and Mellow American surround 1 oz. wedges of Tuscany and Edel-Swiss and 2 oz. cartons of Korv-Ost and Fromage de Coeur. This attractive box with its interesting variety of fine cheese is a gracious but inexpensive gift. Shipping weight 2 lbs.

Fiesta Hampers

All the vivid, bright beauty of a fiesta is reflected in the colors of these hand-made hampers from romantic Old Mexico. Resplendent and gay, woven in true Mexican designs by the natives (The particular patterns and colors vary somewhat with each native) — these imported, reusable hampers filled with treats cannot help but impress and delight your friends.

All Cheese Assortment

Shown on left. Contents — Gouda, Mellow American, Brick, Korv-Ost, Smoky Link, two Blue wedges, Tangy Alpine, Port du Salut, Caraway, Aged Cheddar, Aged Swiss, Edam, Fromage de Coeur, Kummel, Tilsit, Boccini, Capriccio, two Gruyere wedges, and Club Spread.

Gift No. 16 *delivered* **$13.95**

Delicacy Assortment

Contents — Almond Stuffed Olives, Cocktail Shrimp, Wild Chokecherry Jelly, Smoked Turkey Pate, Antipasto, Petits Fours, Special Cheese Dressing, Wild Rice Pancake Mix, Blueberry Syrup, Wild Flower Honey, Smoked Oysters, Chicken Liver Spread, Imported Candy, and this cheese—Aged Cheddar, Brick, Smoky, Mellow American, Capriccio, Blue, Korv-Ost, Fromage de Coeur, Caraway, Gouda, Club Spread.

Gift No. 20 *delivered* **$16.95**

Royal Threesome

Three fancy, appealing gifts in one impressive package. This luxurious gold and white gift includes a box of twelve small jars of imported Scottish Jams and Jellies — Victoria Plum, Wild Bramble, Black Cherry, Strawberry, etc. Another package contains a variety of our finest cheese — Aged Cheddar, Brick, Kummel, Tilsit, Club Spread, Francaise, Mellow American, Celery. The last regal box is a combination candy assortment — Tobler Napolitains imported from Switzerland plus our own Candy Kitchen Creme Chocolates.

Gift No. 99 *delivered* **$7.95**

Not available
June, July, Aug.

Electric Broiler

A thoughtful gift that will give any hostess years of enjoyment. This Mirro portable deluxe electric broiler, smartly styled in gleaming aluminum, is equally at home in dining room, kitchen, patio, or recreation room. It broils everything from steaks to lobster to a gourmet's taste. 70 square inches of cooking surface. 5 year warranty. Cheese assortment includes Edam, Brick, Mellow American, Aged Cheddar, Club Spread, and four Gruyere wedges.

Gift No. 123 *delivered* **$11.95**

Electric Hot Dogger

A unique, yet practical gift for frankfurter lovers — which includes just about everybody! The Presto automatic Hot Dogger cooks half a dozen frankfurters to hot, juicy perfection in just one minute! It's perfect for fixing a quick lunch for the kids . . . or an informal meal for friends or family. Less than a foot long and 6 inches wide, the Hot Dogger is compact enough to use right on the table, so frankfurters can always be served hot and fresh. Cheese contents: Mellow American, Brick, Aged Cheddar, Kümin, Smoky, and special blend Club Spread.

Gift No. 112 *delivered* **$8.95**

Ham 'n Basket

The 15" long basket with its distinctive loop handles is hand-woven from natural colored reed. Although especially designed for serving hot rolls and French bread, the basket is also ideal for candies, fruit, nuts, popcorn and other snacks. Packed with a one pound imported Holland Ham and the following cheese: Aged Cheddar, Mellow American and four assorted Gruyere wedges.

Gift No. 11 *delivered* **$4.95**

Electric Corn Popper

For parties and family fun... gleaming aluminum popper in handsome contemporary design with a glass "window top" to see the popping without removing lid. Large 4 qt. capacity. Pops corn automatically . . . with no stirring or shaking. Bowl lifts out for easy pouring and cleaning. Cord included. Comes packed with a pound of Popcorn, shaker of Popcorn Flavoring and this tempting cheese: Aged Cheddar, Brick, American, Edam, Korv-Ost, Fromage de Coeur.

Gift No. 9 *delivered* **$8.75**

Electric Patio Server

Handsomely designed... expertly manufactured. Buff-white ceramic 2 qt. Buffet-Patio Server with lid, separate electric heating base in chrome, cord. Use indoors the year around . . . as well as on patios in summer. Keeps foods hot for whole meal . . . serves casseroles, spaghetti, soups, chili, beans, etc. This unusual gift comes packed with—Aged Cheddar, Brick, Club Spread, Korv-Ost, Smoky, Mellow American, Capriccio, Fromage de Coeur, Tuscany.

Gift No. 140 *delivered* **$10.95**

Hostess Delight

A friendly box of favorite foods at their finest. Everyone will like this particularly inviting assortment. Six assorted Jams and Jellies direct from Scotland (Wild Cherry, Black Currant, Victoria Plum, etc.); 1 lb. Holland Ham ready to set out and serve; gaily wrapped Imported Candies (Chocolate Crunch, English Toffee, Noisette Caramels, etc.), and this superb cheese — Aged Cheddar, Brick, Club Spread, Caraway, Mellow American, Smoky, Bluette, Tivolido.

Gift No. 41 *delivered* **$7.95**

Gifts in this booklet are available throughout the year.

Triple Server

Gleaming in buffed and brushed stainless steel, this versatile, highly-styled server compliments the finest table. The 8 oz. bowls rest in an attractively designed holder that features a cushioned, scratch-free base and a modernistic walnut carry-top . . . three matching stainless steel ladles complete this quality gift set. The hostess will find it just right for so many occasions . . . ideal for salad dressings, sauces, dips, etc. Shipped with three taste-tempting cheese spreads — Club Cheddar, Alpine, and Blue. A discriminating gift that is both useful and appealing.

Gift No. 94 *delivered* **$6.95**

Ambassador Pak

This box is just loaded with unusual taste-tempting snack and party foods. The contents . . . so perfect for holiday feasting and entertaining . . . will bring glowing words of praise to the generous giver . . . and long remain in the thoughts of the happy receiver.

CONTENTS: Imported Smoked Oysters, Crab Meat Spread from Norway, Imported Holland Cocktail Onions, Mushroom and Anchovy Spread, Shrimp Pate, Antipasto from Italy, Lobster Pate, Imported Smoked Baby Clams, Chicken Liver Pate, Rolled Anchovies from Portugal, Cherries, Smoked Salmon Spread, Danish Brislings in Sherry, Caviar, Pate de Foie Gras from France, Trout Almondine, Imported Cocktail Shrimp, Smoked Turkey Pate, and the following cheese — Aged Cheddar, Wine, Swiss, Capriccio, Edam, Fromage de Coeur, 2 Gruyere wedges, Mellow American, Club Spread, Brandy, Brick, Caraway, Smoky.

$14.95
delivered
Gift No. 33

The gifts in this booklet are available throughout the year.

Golden Glow

A quartet of delightful packages of cheese and sweets, all wrapped up in their holiday best. The foundation of this tower of goodness is a cherry red box containing this cheese — Aged Cheddar, Mellow American, Brick, Tilsit, Kummel, Celery, Hollander, and Francaise. Next come two bright gold canisters, one containing a jar of rich, red Strawberry Jam, and the other brimful of Imported Candy. Topping the tower is a bright green box of Maplenut Clusters — a tempting blend of crisp pecans, almonds, popcorn, pure maple syrup, and fresh butter that's unlike anything you've ever tasted.

Gift No. 106 *delivered* **$6.35**

Trio of Treats

This tempting trio of treats is gaily packaged and all set to add a festive touch to holiday eating pleasure. At the bottom of all this flavor is a bright red box of Maplenut Clusters — crunchy pecans, almonds, popcorn, pure maple syrup, and fresh butter blended together to make a symphony of tastiness. Next comes a gold and white striped box of colorfully wrapped Imported Candy — Chocolate Crunch, English Toffee, Noisette Caramels, Butter Mints, etc. On top is a green box with an old-fashioned earthenware jar of our Special Club Cheese Spread.

Gift No. 107 *delivered* **$4.35**

Crocks of Wine Cheese

Fine, aged cheese carefully blended with selected wines. An unusual and different variety comes in each charming 5 oz. crock. Port Wine with Cheddar, Brandy with Blue, Sherry with Edam. The colorful crocks will have dozens of attractive uses around the home.

Gift No. 14 *delivered* **$4.35**

Crocks of Club Cheese

This trio of colored crocks, shown on the left, is also available with the following tempting straight varieties — Aged Cheddar, Blue, and Edam.

Gift No. 27 *delivered* **$4.25**

Wine Link Pak

Five distinctively different 3 ounce links . . . each has a pleasing individuality all its own. There's Cheddar subtly flavored with Port Wine, Blue blended with Brandy, and Edam touched with fine Sherry — plus tangy Alpine and mellow Club Spread. Carefully and tastefully packaged in a gold box.

Gift No. 125 *delivered* **$2.95**

Insulated

Therm-O-Bowl

This handy Insulated Therm-O-Bowl, which keeps hot foods hot and cold foods cold, will be warmly appreciated by its lucky recipient. It's just the thing for keeping good things to eat at the proper temperature on picnics, church suppers, and beach outings. Works fine for parties and patio entertaining, too. The insulated base and cover are a pleasant shade of spring green. Inside, there is a 3 quart stainless steel bowl that is easy to remove for washing or for use as a separate serving dish. Comes packed with a 10 piece box of Petits Fours, two small jars of jam from Scotland, and a collection of our finest cheese — Mellow American, Brick, Aged Cheddar, Korv-Ost, Fromage de Coeur, and a pair of Gruyere wedges.

Gift No. 115 *delivered* **$7.95**

Northwoods Breakfast

Around the sparkling lakes of the woodlands north of Wisconsin along the Canadian border, Indians harvest the finest wild foods in all the world. Some of these rare treats of nature have been included in this exceptional breakfast package you see here — so good it makes you dream of a shore breakfast at sunrise. Contents: Wild Rice Pancake Mix, Swedish Pancake Mix, Buttermilk Pancake Mix, Wild Blueberry Syrup, Wild Chokecherry Syrup, 1 lb. Smoked Bacon, four different Jams and Jellies.

Gift No. 78 *delivered* **$5.95**

Gift No. 78 not available June, July, August.

Breakfast Surprise

Junior sized edition of our popular Northwoods Breakfast. Wild Rice Pancake Mix, Swedish Pancake Mix, Wild Chokecherry Syrup, two small jars of Jam and Jelly.

Gift No. 56 *delivered* **$2.95**

Pancake Treat

It's hard to imagine anything more pleasant or more satisfying for breakfast, lunch or dinner than hot pancakes dripping with real berry syrup, jam or jelly . . . and this wonderful gift has all the makings for just that. It contains north-country Wild Rice Pancake Mix and authentic Swedish Pancake Mix . . . plus jars of Wild Blueberry and Wild Chokecherry Syrup . . . plus an assortment of six small jars of Jams and Jellies imported from Scotland. What a taste treat for someone on your gift list!

Gift No. 76 *delivered* **$3.95**

Good Morning

Hearty enough for a lumberjack . . . tasty enough for a gourmet — this very special gift contains all the ingredients needed for an outstanding brunch or breakfast. There are four pancake mixes — Wild Rice, Swedish, Buttermilk, and Buckwheat — each with a delicious come-and-get-it flavor; a pound of slow-smoked Northwoods Bacon; four different, distinctive syrups — Wild Chokecherry, Wild Blueberry, Strawberry, and Honey-Maple — with a pair of sparkling prescut glass cruets to serve them; and four colorful jars filled with Northern Linden Honey, Wild Flower Honey, Wild Cranberry Jam, and Wild Plum Jam.

Gift No. 74 *delivered* **$7.95**

Gift No. 74 not available June, July, August.

Yuletide Ham

An impressive assortment of splendid foods for the holiday season. The feature of this all-star pak is a hickory smoked country ham (semi-boneless — approx. 10 lbs.) carefully selected for the finest quality. In addition—20 pc. box of Petits Fours, imported Mustard, Almond Stuffed Olives, Wild Chokecherry Jelly, Wild Flower Honey, and the following delicious cheese — Mellow American, Brick, Aged Cheddar, Caraway, Korv-Ost, Fromage de Coeur, Gouda.

Gift No. 36 *delivered* **$19.95**

Items on this page not available June, July, Aug.

Smoked Turkey Assortment

What a luxury this gift is! Whole smoked turkey plus a fine variety of Wisconsin cheese. Each luscious young turkey (approx. wt. 9 lbs.) is selected for its succulent, firm meat . . . then smoked slowly and lovingly. A star attraction for the holidays. Contents: Smoked Turkey and the following cheese — Aged Cheddar, Korv-Ost, Mellow American, Fromage de Coeur, Brick, Smoky, Edam, Club Spread, Gouda, Capriccio, and an old-fashioned crock of cheese spread.

Gift No. 84 *delivered* **$19.85**

Treasure Tower

A marvelous assortment that will delight every single member of the family. Underneath the bow in the red striped box is a crock of tangy Cheese Spread. Then come six assorted Jams and Jellies imported from Scotland. The round gold box contains crisp, fancy holiday nuts — pecans, filberts, cashews, almonds. Next is a package of 20 Petits Fours — the famous multi-layered little French-type cakes. The other round container is filled with gaily wrapped Imported Candies — English Toffee, Chocolate Crunch, Noisette Caramels, etc. In another box is a 1 lb. tin of imported Holland Ham, Norwegian Peeled Shrimp, Almond Stuffed Olives, Special Cheese Dressing, Crabmeat Spread. Completing this impressive gift is a selection of our finest cheese — Mellow American, Brick, Smoky, Aged Cheddar, Alpine, Edam, Fromage de Coeur, Club Spread, and two Gruyere wedges.

$14.95
delivered
Gift No. 38

Electric Trivet

This Electric Trivet is practical for dozens of uses . . . thermostatically controlled . . . keeps foods hot for hours with modern radiant heat. Ideal for buffet dinners, late meals, coffee carafes, casseroles. Smartly styled in contemporary design . . . with gold tinted metal and natural grain walnut handles. Shipped with this fine cheese — Mellow American, Club Spread, Brick, Smoky, Aged Cheddar, Edam, Belle-Kaese, Korv-Ost, Amstel, Edel-Swiss, Kümin, Tuscany. Overall size — 10½" x 6".

Gift No. 129 *delivered* **$7.95**

Insulated Hamper

$15.95
delivered
Gift No. 119

This colorful, all-purpose hamper (16" x 10" x 6") is completely insulated with fibreglass . . . keeps foods hot or cold for hours . . . a welcome companion on picnics, fishing trips, and beach excursions. It comes loaded with — 2 lb. Holland Ham, 2 types of Smoked Summer Sausage, a link of zesty Mettwurst Sausage, a pair of Swiss Landjaeger Sausages, imported Mustard, Alpine Cheese Dressing, 4 jars of Wild Fruit Jams & Jellies, plus this cheese — Aged Cheddar, Brick, Korv-Ost, Smoky, Fromage de Coeur, Club Spread, Mellow American, Capriccio, Edam, Swiss.

Imperial Pak

The finest gift we have ever assembled, and to our knowledge, the greatest value in an impressive food gift available today. Just read the contents of this thrilling package—only a portion of which could be shown in the picture.

CONTENTS: Whole Smoked Pheasant, Hawaiian Macadamia Nuts, Danish Ham in Champagne, Butter Cookies, Almond Stuffed Olives, Italian Antispasto, Christmas Pudding from Scotland, Olde English Hard Sauce, Papaya Nectar, Butter Mints, Smoked Turkey Pate, Chicken Liver Spread, Trout Almondine, Rolled Anchovies, Norwegian Shrimp, Smoked Lobster, Pate de Foie Gras, Mexican Pepitas, Hors d'oeuvres Sausages, Imported Sardines, Caviar, Smoked Oysters, Sturgeon Pate, Danish Salami, Smoked Salmon Spread, Pecan Log, Coconut Chips from Hawaii, Imported Candy, Tobler Chocolates from Switzerland, Vienna Torte, Special Cheese Dressing, Butter-Rum Cakes, English Breakfast Tea, Rolled Tea Cakes, Maplenut Clusters, Glacé Fruit, Crock of Strawberry Jam, Wild Rice and Swedish Pancake Mixes, Blueberry and Maple Syrups, Wild Chokecherry Jelly, Wild Plum Jam, Wild Flower Honey, White Clover Honey, Orange Butter, Petits Fours, and this cheese — Aged Cheddar, Mellow American, Alpine, Brick, Smoky, Club Spread, Edam, Sauscheese, Swiss.

The trays and serving dishes are not included.

Gift No. 96 delivered **$50.00**

Smoked Pheasant Assortment

A truly prestige gift for spectacular entertaining. Whole Smoked Ringneck Pheasant surrounded by Almond Stuffed Olives, imported Crabmeat Spread, Norwegian Peeled Shrimp, Antipasto Appetizer, Alpine Cheese Dressing, tempting Lobster Pate, and six contrasting types of cheese — Port du Salut, Aged Cheddar, Mellow American, Club Spread, Brick, Edam.

Gift No. 80 *delivered* **$13.95**

Smoked Pheasant only

Packed in attractive gift box.

Gift No. 59 *delivered* **$7.95**

Not available June, July, Aug.

Violin Board

A present that sings with appeal — this gracefully carved hardwood board has an inlaid decorative ceramic tile for cutting . . . a matching stainless steel knife fits in a recess in the handle of tray and is held secure by a small magnet. Overall length — 13". Cheese contents: Brick, Edam, Korv-Ost, Mellow American, Fromage de Coeur, Aged Cheddar, and two Gruyere wedges.

Gift No. 109 *delivered* **$4.95**

The International Pak

Receiving this package is an experience your friends will never forget. From all around the world (17 countries) we have assembled these fascinating foods — remarkable delicacies of incomparable flavor and enchantment. The impressive contents will awe those with even the most regal of appetites.

CONTENTS: Jams and Jellies from Scotland, Norwegian Peeled Shrimp, Spanish Almond Stuffed Olives, Chocolate Napolitains from Switzerland, Danish Brisling Sardines, Mexican Pepitas, Smoked Pate of Trout from Italy, Portuguese Rolled Anchovies, French Pate de Foie Gras, Lumpfish Caviar from Iceland, Rolled Tea Cakes from West Germany, Smoked Oysters from Japan, Assorted Imported Candies (England, Belgium, Holland), Viennese Torte, Fancy Mixed Nuts, Petits Fours and this superb Wisconsin cheese — Aged Cheddar, Brick, Mellow American, Colby, Smoky, Blue, Sauscheese Link, Caraway, Club Spread, Port du Salut, Edam.

$19.95
delivered
Gift No. 85

Weather Station

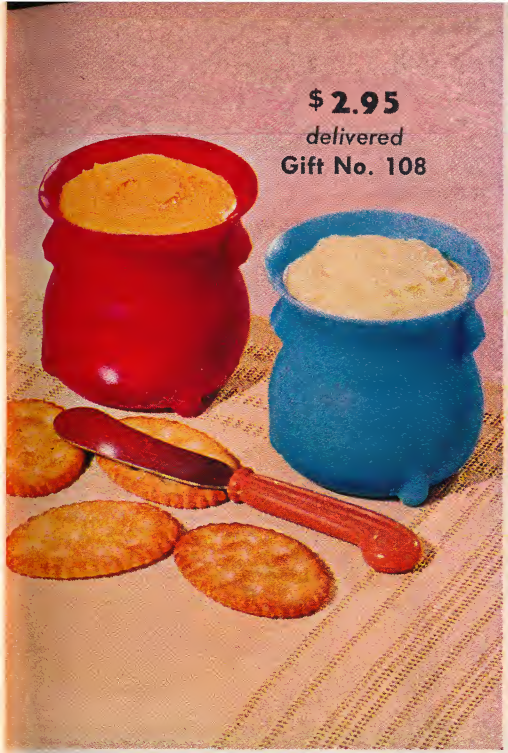
This attractive indoor Weather Station — featuring a thermometer and a humidity meter — gives accurate temperature and moisture readings. The finely etched aluminum dials are enclosed in lustrous brass-finish cases. The Weather Station has a walnut-tone panel that's over 10" wide and is designed to sit on a desk or table or be mounted on the wall — a handsome gift for use in the finest room or office. Rain or shine, this accompanying cheese is always welcome: Aged Cheddar, Brick, Edam, and Mellow American; links of Club Spread and Smoky; cartons of Korv-Ost and Fromage de Coeur; and four Gruyere wedges.

Gift No. 93 *delivered* **$8.95**

Cheese Logs & Cutting Board

Colorful in appearance, delightfully different . . . these unique 5 oz. logs are made of four cheese favorites — Alpine, Smoky, Blue, and Cheddar. Each is then covered with an outer layer (Almonds, Spice, Parsley, Black Walnuts) specifically selected to provide a perfect blend of flavor . . . the result is an exciting taste experience. For added pleasure we have included a handsome 11" hardwood cutting board . . . its artistically designed inlaid ceramic tile and the stainless steel slicing knife will give years of service. Knife attaches magnetically to the board when not in use.

Gift No. 87 *delivered* **$5.95**



$2.95
delivered
Gift No. 108

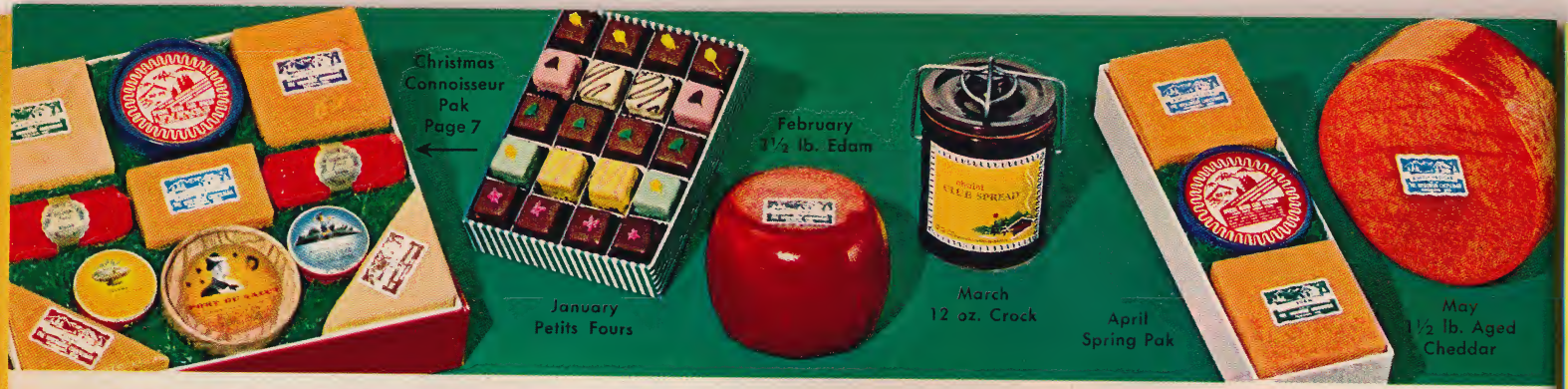
Kettles

There's a world of charm in these two contrasting colored plastic kettles . . . a different and delightful cheese surprise comes in each 7 oz. kettle. There is a tangy Cheddar Spread in one . . and a zesty Smoky Cheese Spread in the other. For serving we include the attractive stainless steel cheese knife.

Electric Roll Warmer

This new Salton Electric Roll Warmer, with its woven wood fiber exterior in walnut tone and tinted gold metal interior, is designed to compliment any decor. It allows rolls and pastries to be served the way they taste best — fresh and warm. They stay that way through the entire meal, too — because the warmer is thermostatically controlled for perfect heating. Shipped with this tasty cheese selection — Aged Cheddar, Smoky, Brick, Korv-Ost, Edam, Fromage de Coeur, Club Spread, Mellow American, and four Gruyere wedges. Warmer size — 14½" x 9".

Gift No. 98 *delivered* **$12.95**



Monthly Gift Plans

After you have selected one of these Monthly Gift Plans for your fortunate friends, a whole series of Gift-Paks will be sent to them arriving at various times during the year. The first will be received at Christmastime and will not only bring an enthusiastic "thank you" but extra applause, too, because of the promise of more to come. A gift card goes with each package. In addition a special announcement will be mailed with the first gift to tell of your selection and to describe the parade of good eating to follow.

3 MONTH PLAN . . . . . **Gift No. 202** . . . . . delivered **$10.95**

Christmas, March, June

6 MONTH PLAN . . . . . **Gift No. 204** . . . . . delivered **$18.95**

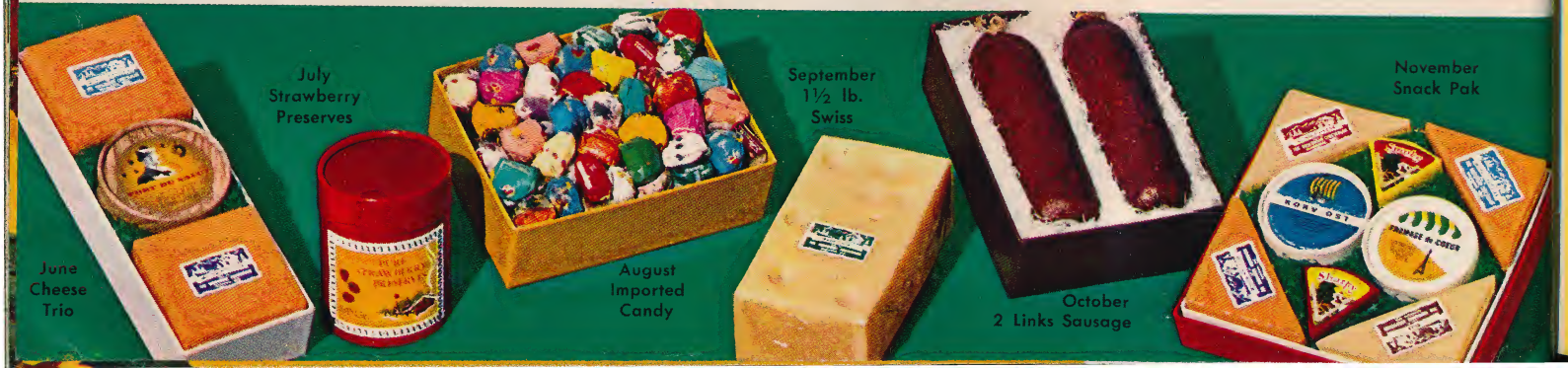
Christmas, February, April, June, September, November

9 MONTH PLAN . . . . . **Gift No. 206** . . . . . delivered **$24.95**

Christmas, February, March, April, June, July, September, October, November

12 MONTH PLAN . . . . . **Gift No. 208** . . . . . delivered **$29.95**

Christmas and the next eleven months



Luxury Hamper

For your very special friends — a gift in extremely good taste. An impressive array of luxury treats for those to whom you wish to give the very finest. The attractive Mexican handmade hamper has dozens of uses. Just look at this imposing list of splendid foods.

CONTENTS: Vienna Torte, Fancy Mixed Nuts, Almond Stuffed Olives, Assorted Imported Candies, Wild Rice Pancake Mix, Chokecherry Syrup, Wild Plum Jam, Wild Flower Honey, Viennese Cookies, Toasted and Salted Hawaiian Coconut Chips, Hawaiian Papaya Nectar, Smoked Turkey Pate, 2-Pound Imported Holland Ham, Smoked Oysters, Imported Norwegian Shrimp, Special Cheese Dressing, Petits Fours. In addition, all the following choice cheese is included: Swiss, Brick, Aged Cheddar, Caraway, Smoky Link, Alpine, Blue, Fromage de Coeur, Mellow American, and an old fashioned crock of our finest Cheese Spread.

$24.95
delivered
Gift No. 58

The gifts in this booklet are available throughout the year.

Favorite Sweets

A delectable trio of sweets are combined in this welcome gift. The red box contains Maplenut Clusters — a crunchy maple flavored blend of pecans, almonds, popcorn, and fresh butter. In the middle tin are melt-in-the-mouth imported Danish Butter Cookies. The third box contains not one but four imported candies — Toffee, Chocolate Crunch, Assorted Eclairs, Honey Cream Whirls from England, Finland, Ireland, and Holland.

Gift No. 164 *delivered* **$4.95**

5 PIECE

Relish Set

The hostess will find 101 uses for this charming set . . . for serving relishes, salad dressings, cheese dips, jams and jellies, candies, etc. The colorful serving tray comes in a stylish avocado finish . . . has four individual dishes (removable for easy refilling) . . . and contains this cheese — Mellow American, Aged Cheddar, Special Blend Club Spread, and Port du Salut. The five piece set is made from break resistant plastic . . . is dishwasher safe . . . measures 10½″ x 9″ overall.

Gift No. 136 *delivered* **$4.75**

Sherry Cheddar with Pecans

A most distinctive cheese taste treat... Sherry Wine and crunchy Pecans skilfully blended with our tangy Cheddar Cheese Spread. This delightfully different spread is excellent for party hors d'oeuvres or just plain holiday nibbling. It comes ready for serving in a versatile plastic basket with a stainless steel spreader knife. After the 16 oz. of cheese has been enjoyed, the basket with its interesting woven design will find many attractive uses around the house . . . for snacks, cookies, all kinds of appetizers.

Gift No. 124 *del.* **$2.95**

Old Fashioned Christmas

Bring out the Christmas goodies by the bucketful! The Regency Walnut finished bucket comes with a nut cracker, four metal picks, one pound of assorted nuts (Almonds, English Walnuts, Flberts, Brazils, Pecans), plus one pound of delightful old-fashioned Christmas candy. After the holidays the wood-grain plastic bucket can be used for many things . . . it will make an excellent planter, nut or candy container, snack server.

Gift No. 167 *del.* **$4.95**

Serviceman's Pak

A hearty selection of tasty foods — specifically chosen for the man in service — to bring the distant receiver a welcome package from home.

Gift No. 500 (Shown Above) *del.* **$6.95**

CONTENTS: 12 oz. Tin Salami Sausage, Mixed Nuts, Strawberry Jam, Instant Cocoa, Candy, Wafers, Norwegian Sardines, Kipper Snacks, and this cheese — Gruyere, American, Hollander, Kvalo, Cheddar, Celery, Bluette, Kummel. Shp. Wt. 5 lbs.

Gift No. 300 (Not Shown) *del.* **$4.95**

CONTENTS: 6 oz. Salami Sausage, Strawberry Jam, Instant Cocoa, Candy, Wafers, Norwegian Sardines, Kipper Snacks, and this cheese — American, Hollander, Kvalo, Cheddar, Celery, Bluette, Kummel. Shp. Wt. 3½ lbs.

Ice Chest

$19.95
delivered
Gift No. 143

Looking for something special for your most valued friends and customers? Here it is — a cargo of splendid foods from around the world packed in a handsome insulated ice chest. The chest holds 19 quarts, measures 15½" x 11" x 11½" . . . keeps food cold for four days . . . ruggedly constructed of heavy duty unbreakable plastic . . . will not chip, rust or corrode. Contents — Danish Butter Cookies, Vienna Torte, Macadamia Nuts, Special Cheese Dressing, Smoked Oysters, Swiss Chocolates, Smoked Turkey Pate, Swedish and Wild Rice pancake mixes, Wild Chokecherry and Strawberry syrups, Wild Blueberry Jelly, Wild Plum Jam, Wild Cranberry Jam, Wild Flower Honey, plus this cheese—Mellow American, Brick, Edam, Aged Cheddar, Smoky, Blue, Club Spread, Alpine, Capriccio, Belle-Käese.

Glass Preserve Dish

An unusual and graceful jam and jelly server . . . sparkling prescut glass combined with lustrous chrome. The handsome spoon which hangs from the top for ease in serving is imported from Sheffield, England. Gift includes this medley of twelve 3 oz. flavors — Strawberry Jam, White Clover Honey, Wild Blueberry Jelly, Orange Butter, Linden Honey, Wild Chokecherry Jelly, Wild Pincherry Jelly, Wild Plum Jam, Buckwheat Honey, Wild Grape Jelly, Wild Flower Honey, and Wild Cranberry Jam.

Gift No. 168 *delivered* **$6.75**

For the Youngsters

Santa's Chocolate House

From fairy-tale land comes an enchanting chocolate house and two gingerbread men just in time for Christmas. Holiday magic becomes real for the young folk as they watch fantasy land come to life. Help their dreams come true with this molded milk chocolate house covered with colorful printed foil, and two delicious gingerbread men that are lightly spiced and loaded with honey. House measures 6" x 3" x 6½". Weighs one pound. An attractive centerpiece that's good to the last bite!

Gift No. 162 *delivered* **$3.95**

Items on this page not available June, July, Aug.

Sweet Foursome

Good eating anytime with this enjoyable quartet. Start at the bottom with a box containing three types of old fashioned kitchen fresh chocolates — maple, chocolate and vanilla creams. Next, a tin of rich, mouth watering Butter Cookies from Denmark. The attractive green box contains crisp and crunchy Maplenut Clusters made with pecans, almonds, popcorn, maple flavored caramel and fresh butter. Topping it off is a box of six assorted Jams and Jellies from Scotland.

$5.95
delivered
Gift No. 166

Tray and Petits Fours

A perfect combination gift . . . a 40 piece box of Petits Fours and the Two Tier Tray. Every hostess will appreciate this graceful china tray with dainty, traditional moss rose decorations, rich gold edging. It is perfect for serving Petits Fours, fancy candies, cookies, and nuts. Top tier is 6″ diameter. Bottom tier is 8″ diameter.

Gift No. 89 *delivered* **$5.95**

Items on this page not available June, July, Aug.

Petits Fours

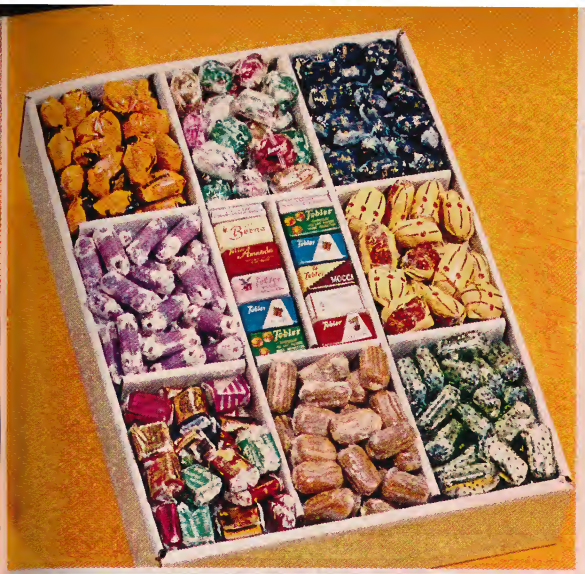
That delightful French contribution to good eating. Since the time of Louis XIV of France this tempting confection has been a favorite of gourmets. Inside each piece are layers of unusual, delectable cake and ribbons of delicious fillings in various flavors and colors. The outside is frosted and colorfully decorated. If stored in a refrigerator Petits Fours will stay perfectly fresh up to six months. Forty pieces per box. Tray not included.

Gift No. 67 *delivered* **$3.85**

$6.95
delivered
Gift No. 114

Double Delight

Two gifts in one for double pleasure. Two separate treats festively tied together with ribbon and a bow. Green stripe gift box contains forty Petits Fours, illustrated and described at left. In the second box, shown below, is this taste-tempting cheese assortment — Aged Cheddar, Korv-Ost, Brick, Fromage de Coeur, Smoky, Edam, Club Spread, Mellow American, and four Gruyere wedges.



International Candy Box

Just wait 'til the candy lovers on your gift list get a look at this international collection of sweets! Nine different candy treats (four pounds) from nine different countries. Chocolate Napolitains, Assorted Eclairs, Hazelnut Crunch, English Toffee, Zanzibars, Butterscotch, Crema Pistachio, Chocolate Crunchies, Caramels — from Switzerland, Ireland, France, England, Belgium, Holland, Italy, Finland, and United States.

Gift No. 154 *delivered* **$4.95**

Pecan Log 'n Basket

Here's one of the most delicious confections that ever tantalized a taste bud — sweet, creamy nougat rolled in a thick layer of crisp, crunchy pecans! The full, rich flavor of this 8 inch pecan log roll can't help but delight everyone who tastes it. The pecan log is delivered nestled in a handsome wicker basket that has many uses around the home.

Gift No. 110 *delivered* **$2.75**

Tea Time

Anyone who enjoys the subtle flavor of fine tea will enjoy this unusual gift. Fragrant Jasmine Tea, Breakfast Tea from the island of Ceylon, Darjeeling Tea from the highlands of India, and traditional English Breakfast Tea. Also, there are these sweets — four small jars of Jams and Jellies imported from Scotland, After-Dinner Mints in four flavors, and gaily decorated Petit Fours.

Gift No. 152 *delivered* **$4.95**

Not available June, July, Aug.

Sweets Ensemble

Five different, delightful sweets . . . each in its own attractive box . . . all colorfully tied together with ribbon and bedecked with a star bow. There are (1) Twenty piece box of Petits Fours — the famous multi-layered French-type cakes . . . beautifully frosted and decorated. (2) An assortment of gaily wrapped Imported Candies. (3) Six individual Butter-Rum Cakes . . . full of real old-fashioned goodness and flavor. (4) Many-layered Viennese Torte . . . a most elegant dessert. (5) From Switzerland a box of delicious chocolate Napolitains . . . an exceptional treat.

Gift No. 4 *delivered* **$6.95**

HOLIDAY

Butter Cookies

Fancy Butter Cookies . . . made from an old-fashioned recipe chock-full of sweet cream butter and farm-fresh eggs — the result is unmatched goodness seldom found in today's hurry-up world. There are approximately six dozen butter cookies in the 1½ lb. tin — the top layer has been colorfully hand-decorated to catch the gay festive mood of the holiday season. A gift that will provide the final tasteful touch to holiday parties, luncheons, teas, buffets.

Gift No. 69 *delivered* **$4.50**

Small Torte and Cheese

Either one of these tasty packages would please the lucky recipient. Together, they're double pleasure. The gay, peppermint striped box with the red top contains a 10 ounce Vienna Torte — the luscious Old World dessert bursting with delicate goodness . . . described at right. The bright green box contains an assortment of fine cheese — Aged Cheddar, Mellow American, Edam, Brick, Korv-Ost, Celery, Francaise, Hollander and Bluette.

Gift No. 105 *delivered* **$4.95**

Not available June, July, August.

Imported Candy

One and one half pounds of brightly color-wrapped imported candies go with this natural cane wicker basket. There's gay good taste here for the entire family in this assortment of individually wrapped Chocolate Crunch, English Toffee, Noisette Caramels, Strawberry Tips, Hazelnut Crunch, Eclairs, etc.

Gift No. 81

delivered **$2.95**

Not available
June, July, August.

Large Vienna Torte

A rare treat in a tempting dessert: multi-layered Vienna Torte alternating fresh delicate cake with rich creamy chocolate. Once you have tasted this famous continental Torte made from the old-world recipe you'll understand why it has been a favorite in the renowned European restaurants and pastry houses for many, many years. Beautifully packaged and beribboned, the 1¼ pound Vienna Torte is guaranteed to arrive absolutely fresh.

Gift No. 82 *delivered* **$3.95**

Tray and Torte

Torte plus tray. Chrome finish . . . rich walnut base. Graceful design. 14" x 5".

Gift No. 34
delivered **$6.95**

Bulk Packed Tortes

Case of 4
Not Gift Boxed
Shipped to one address.

Gift No. 95
delivered **$13.50**

Jam Server

Breakfast, brunch, snack time or any time . . . this handy solid walnut tray with its 6 oz. blue and caramel-colored crocks of jam and jelly will be a welcome sight. One crock is full of luscious Strawberry Jam. The other contains tantalizing Chokecherry Jelly. Convenient recesses in the 12″ x 4½″ walnut tray hold the crocks, plus a supply of toast, bread or crackers. The attractive stainless steel spreader is included with the gift.

Gift No. 156 *delivered* **$4.95**

Jamboree

Distinctive and interesting flavors from garden, orchard, meadow, and woodland are brought together in this splendid assortment. There are four 3 oz. jars of golden honey — White Clover, Wild Flower, Northern Linden, Wild Buckwheat . . . four 3 oz. jars of jams and jellies made from sun-ripened wild fruit — Wild Chokecherry, Wild Blueberry, Wild Plum, Wild Cranberry . . . and imported from Scotland there are nine small jars of jams, jellies, and marmalades including — Black Currant, Ginger, Stoneless Damson, Gooseberry.

Gift No. 157 *delivered* **$4.95**

Honey/Jam/Jelly Assortment

Old Mother Nature can't be beat when it comes to providing good things to eat . . . and this assortment of honey, jam, and jelly, gathered from field and forest, proves it. Each gaily colored 3 oz. jar captures that very special, sun-warmed fragrance of the great outdoors . . . and each has a unique and enchanting flavor all its own. This gift includes Wild Blueberry Jelly and Wild Chokecherry Jelly, Wild Plum Jam and Wild Cranberry Jam, and four jars of pure, natural honey — White Clover, Wild Flower, Wild Buckwheat, and Northern Linden.

Gift No. 150 *delivered* **$2.95**

Not available
June, July, Aug.

$3.95
delivered
Gift No. 151

Sweets Trio

Pretty on the outside and delicious on the inside. This gift consists of three individual sweets tied together with shiny ribbon and a bow. In the green box there's a Pecan Roll with a rich nougat center and a crunchy outer coating of crisp, golden brown pecans. The gaily striped red and white box is full of our Candy Kitchen Creme Chocolates. The gold box holds four kinds of delicately flavored After-Dinner Mints . . . smooth tasting and refreshing.

Not available June, July, August.

Cordial-ettes

You've never tasted anything so deliciously different as these subtly flavored cordial cakes! As an after-dinner dessert or a party treat, they're an unforgettable experience in eating pleasure. Each of the 30 Cordial-ettes in the box is a petite three-layer cake, delicately flavored with one of these liqueurs — creme de cacao, brandy, rum, cherry, orange, or apricot. They're richly frosted with chocolate and topped off with a tasty morsel of candied fruit. They're so good you will want to give yourself a box, too.

Gift No. 103 *delivered* **$3.95**

Fruit Cake Basket

Natural-colored 15" long reed basket with graceful loop handles. Smartly styled for serving hot rolls and French bread. Also, perfect for candy, popcorn, fruit, nuts, snacks. Flavor packed with a one and one half pound fruit cake . . . slow baked to capture and preserve its rich fruit-filled taste . . . hand decorated with blanched almonds and cherries. To complete the gift we have included two other treats . . . jars of Wild Chokecherry Jelly and Strawberry Jam.

Gift No. 163 *delivered* **$3.95**

Fruit/Nuts/Cheese

Delicious, honey glacéd fruit, beautifully arranged around a fan of crisp, crunchy pecans, highlights this wonderful-to-eat gift. Cheese triangles of Mellow American and Aged Cheddar along with four different flavored Gruyere cheese wedges complete this inviting, appetizing package . . . a gift in good taste for those on your list who have almost everything.

Gift No. 126 *delivered* **$4.95**

Gingerbread House

Sugar 'n Spice and everything nice! Little girls and boys — and grown-ups, too — will enjoy this artistic and flavorful old-fashioned Gingerbread House. It comes completely assembled — even to Santa standing in the front door. The chalet-like Gingerbread House with its snow-white frosting and decorative trimming of Christmas candy measures 11″x8½″x8″, weighs three pounds. Carefully packaged to arrive in good condition.

Gift No. 160 *del.* **$6.75**

Gingerbread Men

A favorite with the young set — traditional gingerbread men and mixed Christmas candies! This is a gift that is sure to please their "sweet-tooth." Four lightly spiced gingerbread men march proudly with a 1½ lb. selection of old-fashioned Christmas candy and colorfully wrapped taffy plus ten gaily striped candy canes. An economical yet most appealing gift for the younger people on your holiday list.

Gift No. 161 *del.* **$2.95**

Dietetic Pak

A thoughtful present for one who can't enjoy the many sweets and festive foods of the holiday season. A gift lower in calories and free of sugar and salt. This unique gift includes a box of delicious Dietetic Petit Fours; three nutritious types of salt free Wisconsin cheese — Mellow American, Brick, and Edam; and an assortment of specially made, beautifully hand decorated dietetic cookies.

Gift No. 165 *delivered* **$4.95**

The Royale

For parties, snacks, desserts, or just plain nibbling — here's an exceptional collection of fine foods that the most discerning of appetites will appreciate to the last tasty bite. We've combined new and different delicacies with old favorites to provide an exciting and welcome treat. This appealing gift includes Christmas Pudding from Scotland; Macadamia Nuts from Hawaii; Tobler Chocolates from Switzerland; individually wrapped European Candies; ten frosted Petits Fours; flavorful, fancy Butter Cookies; four aristocratic Teas; unusual, refreshing Wild Blueberry, Wild Chokecherry, and Wild Pincherry Jelly, Wild Plum, Wild Cranberry, and Strawberry Jam; and these cheese favorites — Aged Cheddar, Edam, Korv-Ost, Belle-Käese, Smoky, Brick, Club Cheddar, Mellow American Kümin, Edel-Swiss, Tuscany, Amstel.

Gift No. 92 *delivered* **$12.95**

Cloverleaf Basket

A versatile gift idea! The unique shape of this imported hand-woven serving basket lends itself to many uses . . . at meal-time — snack-time — anytime. Perfect for holding dinner rolls or sandwich buns . . . straight from the oven and piping hot! Size — 16" x 9½". Nestled in the handy serving basket is this fine cheese assortment: Mellow American, Korv-Ost, Fromage de Coeur, Belle-Käese, Capriccio, and four wedges of Gruyere.

Gift No. 32 *delivered* **$3.95**

THE WISCONSIN CHEESEMAN • P. O. BOX 1, MADISON, WISCONSIN 53701